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IN THE UNITED STATES TRADEMARK OFFICE

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Applicant(s): Chickering et al.

Serial No.: 09/681,050

Filed: 12/8/2000

Title: Decision Theoretic Approach to
Targeted Solicitation by Maximizing
Expected Profit Increases

Attorney Docket No.: 1018.121US1

Assistant Commissioner for Patents
Washington, D.C. 20231

Group Art Unit:

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Examiner:

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Technology Center 2400

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

This Information Disclosure Statement is submitted under 37 CFR 1.97(b) (Within three months of filing national application; or date of entry of international application; or before mailing date of first office action on the merits; whichever occurs last).

Applicant(s) submit herewith Form PTO 1449-Information Disclosure Citation together with copies, of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56.

The relevance of the attached references is that this is the closest art of which Applicant is aware. Applicant submits that the above references taken alone or in combination neither anticipate nor render obvious the present invention. Consideration of the foregoing in relation to this application is respectfully requested.

It is requested that the information disclosed herein be made of record in this application.

Respectfully submitted,

Michael A. Dryja

Attorney/Agent for Applicant(s)

Reg. No. 39662

Date of Deposit: 12-19-00

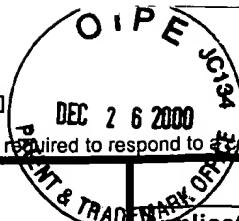
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

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of

1

Application Number

09/681,050

Filing Date

12/8/2000

First Named Inventor

Chickering et al.

Group Art Unit

Examiner Name

Attorney Docket Number

1018.121US1

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
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	1	Breiman et al, Classification and Regression Trees, copyright 1984, 1993 (general material regarding decision trees)	
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	2	Buntine, Learning Classification trees, Statistics and Computing, vol. 2, 1992, pages 63-73 (originally published Nov 20, 1991).	
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Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Unique citation designation number. ²Applicant is to place a check mark here if English language Translation is attached.

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